

THE INFLUENCE OF ETHICAL AWARENESS, ETHICAL CONSUMPTION LITERACY, COGNITIVE DISSONANCE, SOCIAL NORMS, AND SOCIAL MEDIA USE ON FAST FASHION CONSUMPTION BEHAVIOR AMONG MILLENNIALS

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Abstract

This study examines the factors influencing Fast Fashion Consumption Behavior among Millennials in the Greater Jakarta area (Jabodetabek) by integrating ethical, psychological, social, and digital perspectives. Specifically, the research investigates the effects of Ethical Awareness, Ethical Consumption Literacy, Cognitive Dissonance, Social Norms, and Active Social Media Use on Fast Fashion Consumption Behavior. A quantitative explanatory research design was employed using purposive sampling, resulting in 205 valid respondents who met the predefined screening criteria. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The findings reveal that both Ethical Awareness and Ethical Consumption Literacy have significant negative effects on Fast Fashion Consumption Behavior, indicating that stronger ethical cognition is associated with reduced fast fashion consumption. Both constructs also significantly and positively influence Cognitive Dissonance, with Ethical Consumption Literacy emerging as the strongest predictor. Cognitive Dissonance, in turn, exerts a significant negative effect on Fast Fashion Consumption Behavior and significantly mediates the relationship between Ethical Consumption Literacy and consumption behavior, whereas the mediating path originating from Ethical Awareness is not significant. Social Norms exhibit a significant positive direct effect on Fast Fashion Consumption Behavior, while Active Social Media Use and both moderating effects are found to be insignificant. These results indicate that ethical knowledge and the psychological discomfort it generates can meaningfully discourage fast fashion consumption, while also underscoring the persistence of the value-behavior gap in specific pathways. The study contributes to the sustainable consumption literature by distinguishing Ethical Awareness from Ethical Consumption Literacy and providing a more comprehensive understanding of fast fashion consumption among Millennials.

Keywords: Active Social Media Use; Cognitive Dissonance; Ethical Awareness; Ethical Consumption Literacy; Fast Fashion Consumption Behavior

INTRODUCTION

The fashion industry has experienced substantial growth over the last two decades, largely driven by the emergence of fast fashion business models. Fast fashion enables brands to rapidly produce and distribute fashionable clothing at relatively affordable prices, allowing consumers to frequently update their wardrobes according to changing trends (Guercini & Runfola, 2021). While this business model has increased accessibility and affordability in the fashion market, it has also generated significant environmental and social concerns. Previous studies have highlighted that the fast fashion industry contributes substantially to textile waste, excessive resource consumption, carbon emissions, and labor exploitation throughout global supply chains (Bailey et al., 2025). Consequently, fast fashion has become one of the most debated sectors in discussions surrounding sustainable consumption. Growing awareness of sustainability issues has encouraged consumers to pay greater attention to the environmental and social consequences of their purchasing decisions. Governments, non-governmental organizations, and businesses have

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increasingly promoted responsible consumption through educational programs, sustainability campaigns, and corporate social responsibility initiatives. Despite these efforts, fast fashion remains highly popular among consumers worldwide. This contradiction reflects the existence of a value–behavior gap, a phenomenon in which individuals express ethical concerns and support sustainability principles but continue engaging in consumption practices that contradict those values (Hussain & Dar, 2021; Mathew & Spinelli, 2025). Understanding the factors that contribute to this gap has become increasingly important for both researchers and practitioners seeking to promote sustainable consumer behavior.

Millennials represent a particularly relevant consumer segment for investigating this phenomenon. As one of the largest and most economically influential generations, Millennials possess substantial purchasing power and play a significant role in shaping market demand. Compared with younger generations, Millennials generally demonstrate higher levels of environmental awareness, greater concern for corporate social responsibility, and stronger interest in ethical consumption practices. However, despite these positive attitudes, fast fashion products continue to attract considerable demand among Millennials due to their affordability, convenience, product variety, and accessibility through online and offline retail channels. This inconsistency suggests that ethical concerns alone may not be sufficient to explain actual consumption behavior.

Previous studies have identified ethical cognition as an important determinant of sustainable consumption. Ethical awareness refers to an individual's ability to recognize the environmental and social implications of consumption decisions and to evaluate the ethical consequences associated with purchasing behavior (Rest, 1986). Several studies suggest that consumers with stronger ethical awareness tend to demonstrate more positive attitudes toward sustainable consumption (Ogiemwonyi & Jan, 2023; Schiaroli et al., 2024). Nevertheless, empirical findings remain inconsistent, as ethical awareness does not always translate into actual behavioral change. This inconsistency indicates that awareness alone may not adequately explain why consumers continue purchasing fast fashion products despite recognizing their negative consequences.

Recent literature suggests that ethical consumption literacy may provide a more comprehensive explanation of consumer behavior. Ethical consumption literacy extends beyond awareness by incorporating consumers' ability to understand, evaluate, and apply ethical and sustainability-related information when making purchasing decisions (Wilbourn et al., 2024). Consumers with higher ethical literacy are expected to possess stronger capabilities to assess sustainability claims, identify misleading marketing practices, and align their purchasing decisions with ethical values. Consequently, ethical consumption literacy may play a more direct role in influencing responsible consumption behavior than ethical awareness alone.

In addition to ethical considerations, psychological mechanisms may influence the relationship between ethical cognition and consumer behavior. Cognitive Dissonance Theory proposes that individuals experience psychological discomfort when their behavior conflicts with their beliefs or values (Festinger, 1957). In the context of fast fashion, consumers who understand the environmental and social consequences of their purchases may experience cognitive dissonance when continuing to buy such products. While previous studies suggest that cognitive dissonance can influence consumer decision-making, findings remain inconclusive regarding whether such discomfort results in behavioral change or merely encourages rationalization strategies that justify continued consumption (Celik & Ekici, 2025; Rosely & Syed Ali, 2023).

Furthermore, consumer behavior is strongly influenced by social and digital environments. Social norms provide guidance regarding behaviors that are considered acceptable and desirable within a social group (Lapinski & Rimal, 2005). Consumers frequently adjust their purchasing decisions according to the expectations and behaviors of family members, friends, and broader social networks (Balabanis et al., 2024; Banytè et al., 2023). In addition, social media platforms have become important sources of information that influence purchasing decisions through advertisements, influencer content, product reviews, and fashion-related discussions. Although Millennials tend to be more experienced and rational consumers than younger generations, continuous exposure to digital content may still shape their consumption preferences and purchasing behavior (Dinh & Lee, 2024; Djafarova & Bowes, 2021).

Although previous studies have examined ethical concerns, cognitive dissonance, social influence, and social media engagement, several important gaps remain. First, existing studies frequently treat ethical cognition as a single construct and rarely distinguish between ethical awareness and ethical consumption literacy. Second, empirical evidence regarding the role of cognitive dissonance as a mechanism linking ethical cognition and consumption behavior remains inconsistent. Third, limited research has simultaneously integrated ethical, psychological, social, and digital factors within a unified framework to explain fast fashion consumption behavior among Millennials.

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Therefore, this study aims to examine the effects of Ethical Awareness, Ethical Consumption Literacy, Cognitive Dissonance, Social Norms, and Active Social Media Use on Fast Fashion Consumption Behavior among Millennials. Specifically, this study seeks to investigate whether ethical cognition directly influences consumption behavior, whether cognitive dissonance acts as a mediating mechanism, and whether social norms and active social media use strengthen or weaken these relationships. By integrating ethical, psychological, social, and digital perspectives, this research is expected to contribute to the sustainable consumption literature and provide practical insights for policymakers, educators, and businesses seeking to promote more responsible fashion consumption among Millennials.

LITERATURE REVIEW

Ethical Cognition and Sustainable Consumption

Sustainable consumption has become an increasingly important topic in consumer behavior research as concerns regarding environmental degradation and social responsibility continue to grow. Previous studies suggest that ethical considerations influence consumers' purchasing decisions, particularly in industries associated with significant environmental and social impacts such as fashion (Schiaroli et al., 2024). However, empirical evidence consistently demonstrates a discrepancy between ethical concern and actual purchasing behavior, commonly referred to as the value-behavior gap (Hussain & Dar, 2021; Mathew & Spinelli, 2025).

A substantial body of literature argues that ethical cognition plays an important role in shaping sustainable consumption decisions. Ethical cognition generally encompasses consumers' awareness, understanding, and evaluation of the ethical consequences associated with their purchasing behavior. Nevertheless, existing studies frequently treat ethical cognition as a single construct, overlooking potential differences between ethical awareness and ethical consumption literacy. This limitation may partially explain the inconsistent findings regarding the effectiveness of ethical considerations in reducing unsustainable consumption behavior.

Ethical awareness refers to an individual's ability to recognize ethical issues and understand the environmental and social implications of consumption decisions (Rest, 1986). Consumers with greater ethical awareness are generally expected to demonstrate stronger concern toward sustainability-related issues and engage in more responsible consumption practices. Several studies report that ethical awareness positively influences environmentally responsible behavior and sustainable purchasing intentions (Ogiemwonyi & Jan, 2023; Schiaroli et al., 2024). However, other studies suggest that awareness alone may not necessarily result in behavioral change because consumers often prioritize convenience, affordability, and personal preferences over ethical considerations (Hussain & Dar, 2021).

In contrast, ethical consumption literacy extends beyond awareness by incorporating the ability to understand, evaluate, and apply ethical principles in purchasing decisions. According to Wilbourn et al. (2024), ethical consumption literacy enables consumers to critically assess sustainability information, recognize greenwashing practices, and make informed consumption choices. Empirical evidence indicates that consumers with higher ethical literacy are more likely to engage in sustainable purchasing behavior and less likely to participate in impulsive consumption (Buladi Çubukcu, 2025). These findings suggest that ethical consumption literacy may be more behaviorally consequential than ethical awareness alone.

The distinction between ethical awareness and ethical consumption literacy remains underexplored in fast fashion research. Most previous studies have focused on ethical awareness without examining whether practical ethical competencies play a different role in influencing consumer behavior. Consequently, the present study distinguishes these constructs to provide a more nuanced understanding of ethical cognition in fast fashion consumption.

Cognitive Dissonance as a Psychological Mechanism

Cognitive Dissonance Theory (Festinger, 1957) provides an important theoretical explanation for understanding inconsistencies between beliefs and behavior. The theory proposes that individuals experience psychological discomfort when their actions contradict their values or beliefs, motivating them to restore consistency through behavioral adjustment or cognitive rationalization. Within the context of sustainable consumption, consumers who are aware of the negative consequences of fast fashion may experience cognitive dissonance when purchasing such products. Previous studies have found that ethical concerns can generate feelings of guilt, regret, and psychological tension following consumption decisions (Jamwal & Mishra, 2023). However, empirical findings regarding the behavioral consequences of cognitive dissonance remain inconclusive. Some researchers argue that cognitive dissonance encourages consumers to reduce unsustainable consumption and adopt more responsible

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purchasing patterns. Conversely, other studies suggest that consumers often resolve dissonance through rationalization strategies rather than behavioral change (Celik & Ekici, 2025; Rosely & Syed Ali, 2023). This inconsistency indicates that the role of cognitive dissonance as a mediating mechanism between ethical cognition and fast fashion consumption requires further investigation.

Social Influence and Fast Fashion Consumption

Consumer behavior is shaped not only by individual cognition but also by social influences. Social Influence Theory suggests that individuals frequently adjust their attitudes and behaviors according to perceived expectations and behaviors of important reference groups (Kelman, 1958). Within consumer research, social norms are commonly used to capture these social influences. Social norms consist of descriptive norms, which reflect perceptions of common behavior, and injunctive norms, which reflect perceptions of socially approved behavior (Lapinski & Rimal, 2005). Previous studies demonstrate that social norms significantly influence sustainable consumption decisions by encouraging conformity to group expectations (Balabanis et al., 2024; Banytė et al., 2023). In collectivistic societies, where social acceptance and group conformity are highly valued, normative influences may become particularly influential in shaping purchasing behavior. Despite extensive evidence regarding the direct influence of social norms, relatively few studies have examined whether social norms alter the relationship between ethical cognition and fast fashion consumption. Therefore, the moderating role of social norms remains an important area for further investigation.

Digital Environment and Social Media Influence

The increasing prominence of social media has transformed consumer decision-making processes. Social media platforms provide continuous exposure to fashion trends, influencer endorsements, and promotional content that may encourage frequent purchasing behavior (Djafarova & Bowes, 2021). Research suggests that active social media use contributes to stronger materialistic tendencies, greater social comparison, and increased consumption intentions (Dinh & Lee, 2024). While social media can facilitate dissemination of sustainability information, it may simultaneously reinforce fast fashion consumption through trend-driven content and persuasive marketing practices (Jillani et al., 2025). Previous studies have primarily examined the direct effects of social media on consumer behavior. However, limited research has investigated whether social media engagement weakens or strengthens the influence of ethical consumption literacy on purchasing behavior. This limitation highlights the need to examine social media as a contextual factor that may shape the effectiveness of ethical considerations in fast fashion consumption.

Research Gap and Hypothesis Development

Based on the literature review, three important research gaps can be identified. First, previous studies have generally treated ethical cognition as a single construct and have rarely distinguished between ethical awareness and ethical consumption literacy. Second, empirical findings regarding the role of cognitive dissonance remain inconsistent, particularly concerning its ability to translate ethical concerns into behavioral change. Third, limited research has simultaneously examined ethical, psychological, social, and digital determinants of fast fashion consumption behavior within a unified framework. To address these gaps, the present study develops an integrative model incorporating Ethical Awareness, Ethical Consumption Literacy, Cognitive Dissonance, Social Norms, and Active Social Media Use in explaining Fast Fashion Consumption Behavior. The conceptual framework of this study is presented in Figure 1.

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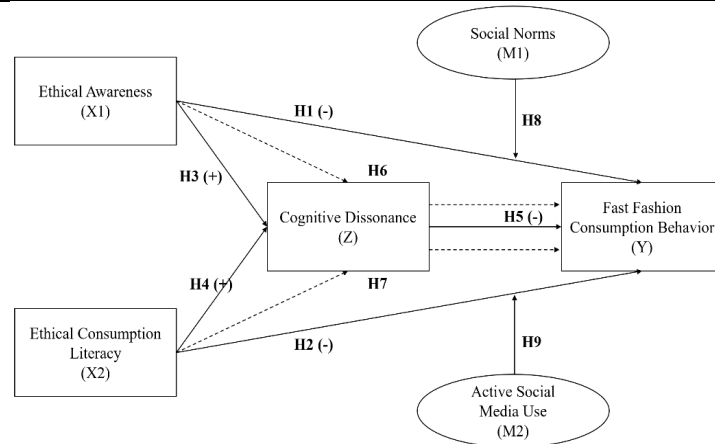


Figure 1. Conceptual Framework

Based on the theoretical arguments and empirical evidence discussed above, the following hypotheses are proposed:

- H1: Ethical Awareness negatively influences Fast Fashion Consumption Behavior.
- H2: Ethical Consumption Literacy negatively influences Fast Fashion Consumption Behavior.
- H3: Ethical Awareness positively influences Cognitive Dissonance
- H4: Ethical Consumption Literacy positively influences Cognitive Dissonance
- H5: Cognitive Dissonance negatively influences Fast Fashion Consumption Behavior.
- H6: Cognitive Dissonance mediates the relationship between Ethical Awareness and Fast Fashion Consumption Behavior.
- H7: Cognitive Dissonance mediates the relationship between Ethical Consumption Literacy and Fast Fashion Consumption Behavior.
- H8: Social Norms moderate the relationship between Ethical Awareness and Fast Fashion Consumption Behavior.
- H9: Active Social Media Use moderates the relationship between Ethical Consumption Literacy and Fast Fashion Consumption Behavior.

METHOD

This study employed a quantitative explanatory research design to examine the factors influencing Fast Fashion Consumption Behavior among Millennials. Specifically, the study investigated the relationships among Ethical Awareness (EA), Ethical Consumption Literacy (ECL), Cognitive Dissonance (CD), Social Norms (SN), Active Social Media Use (ASU), and Fast Fashion Consumption Behavior (FCB). A quantitative approach was considered appropriate because it enables the systematic measurement of latent constructs and facilitates hypothesis testing based on established theoretical frameworks (Hair et al., 2021).

The target population consisted of Millennials aged 30–45 years residing in the Greater Jakarta area (Jabodetabek), including Jakarta, Bogor, Depok, Tangerang, and Bekasi. To ensure the relevance of respondents to the research objectives, several screening criteria were applied. Respondents were required to (1) be between 30 and 45 years old, (2) reside in the Jabodetabek area, (3) have purchased fast fashion products within the previous six months, (4) actively use at least one social media platform, and (5) possess basic knowledge of the fast fashion concept. Purposive sampling was employed because the study targeted individuals who met specific demographic and behavioral characteristics relevant to the research objectives. Data were collected through an online

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questionnaire administered using Google Forms. A total of 205 valid responses were obtained and retained for analysis after the screening process. This sample size satisfies and exceeds the minimum requirement recommended for Partial Least Squares Structural Equation Modeling (PLS-SEM), as PLS-SEM typically requires a minimum of approximately 200 observations for models of moderate complexity to achieve adequate statistical power and stable parameter estimation (Hair et al., 2019; Memon et al., 2020). A sample of 200 respondents has also long been regarded as an absolute minimum threshold for ensuring representative and stable correlation-based estimates in survey research (Guilford, 1954; Memon et al., 2020). Accordingly, the 205 respondents obtained in this study constitute a representative sample that ensures reliable parameter estimation (Hair et al., 2021).

The questionnaire consisted of three sections. The first section contained screening questions to ensure respondent eligibility. The second section collected demographic information, including gender, age, education level, occupation, monthly income, and place of residence. The third section measured the study constructs using multiple indicators adapted from previous literature. Ethical Awareness was measured through indicators reflecting consumers' awareness of environmental and ethical issues related to fashion consumption. Ethical Consumption Literacy assessed respondents' understanding and ability to apply ethical and sustainability-related knowledge in purchasing decisions. Cognitive Dissonance measured psychological discomfort arising from inconsistencies between personal values and consumption behavior. Social Norms captured perceived social expectations and influences from family, friends, and society. Active Social Media Use reflected respondents' engagement with fashion-related content on social media platforms. Fast Fashion Consumption Behavior measured purchasing tendencies, trend-following behavior, and consumption frequency related to fast fashion products.

All measurement items were evaluated using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire was developed based on established measurement scales and adapted to the context of fast fashion consumption among Millennials. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. PLS-SEM was selected because the proposed research model includes multiple direct effects, mediation effects, and moderation effects. In addition, PLS-SEM is suitable for prediction-oriented research, performs well with complex models, and does not require strict assumptions regarding data normality (Hair et al., 2021).

The analysis was carried out in two stages. First, the measurement model was assessed by examining indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. Internal consistency reliability was evaluated using Cronbach's Alpha and Composite Reliability (CR), while convergent validity was assessed through outer loadings and Average Variance Extracted (AVE), following the criteria recommended by Bagozzi and Yi (1988). Discriminant validity was examined using the cross-loading analysis, the Fornell–Larcker criterion, and the Heterotrait–Monotrait ratio of correlations (HTMT), consistent with current best practice in PLS-SEM (Henseler et al., 2015; Rasoolimanesh, 2022). The determination of the sample size and screening procedure also followed established guidance on selecting sampling techniques and sample sizes for survey research (Ahmed, 2024). Second, the structural model was evaluated by assessing collinearity (VIF), path coefficients, coefficients of determination (R^2), effect sizes (f^2), mediation effects, and moderation effects. Hypothesis testing was conducted using the bootstrapping procedure with 5,000 resamples at a 95% confidence level ($\alpha = 0.05$). A relationship was considered statistically significant when the p-value was less than 0.05.

RESULTS AND DISCUSSION

This section presents the findings of the measurement model and structural model analyses. The Partial Least Squares Structural Equation Modeling (PLS-SEM) approach was employed using SmartPLS 4. The assessment followed a two-stage procedure consisting of measurement model evaluation and structural model evaluation.

Respondent Profile

A total of 205 respondents who satisfied all screening criteria were included in the analysis. Their demographic characteristics are summarized in Table 1. The sample is relatively balanced in terms of gender, with a slightly higher proportion of female respondents (58.0%) than male respondents (42.0%). The majority of respondents were aged 36–40 years (49.8%), followed by those aged 30–35 years (30.2%) and 41–45 years (20.0%), reflecting the targeted Millennial age range. In terms of education, more than half of the respondents held a bachelor's degree (53.2%), and most were employed as private employees (39.0%), entrepreneurs (28.3%), or government/SOE employees (25.9%). Monthly income was concentrated in the IDR 5–<10 million (38.0%) and IDR 10–<15 million (34.1%) brackets,

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and respondents were distributed across the Greater Jakarta area, with the largest groups residing in South Jakarta (15.6%) and West Jakarta (11.7%).

Table 1. Respondent Demographic Characteristics (n = 205)

No.	Characteristic	Category	Frequency (n)	Percentage (%)
1	Gender	Female	119	58.0
		Male	86	42.0
2	Age	30–35 years	62	30.2
		36–40 years	102	49.8
		41–45 years	41	20.0
3	Highest Education	Senior High School (SMA/SMK)	28	13.7
		Diploma	50	24.4
		Bachelor’s Degree	109	53.2
		Postgraduate	18	8.8
4	Occupation	Private Employee	80	39.0
		Government Employee / SOE	53	25.9
		Entrepreneur	58	28.3
		Student	5	2.4
		Lawyer	6	2.9
		Doctor	3	1.5
5	Monthly Income	< IDR 5,000,000	35	17.1
		IDR 5–<10 million	78	38.0
		IDR 10–<15 million	70	34.1
		IDR 15–<20 million	19	9.3
		≥ IDR 20 million	3	1.5
6	Residence	East Jakarta	22	10.7
		South Jakarta	32	15.6
		West Jakarta	24	11.7
		North Jakarta	22	10.7
		Central Jakarta	23	11.2
		Depok	20	9.8
		Bogor	18	8.8
		Bekasi	13	6.3
		Tangerang	17	8.3
South Tangerang	14	6.8		

Note: Percentages are calculated based on the total of 205 valid respondents.

Respondents’ knowledge of and attitudes toward fast fashion are presented in Table 2. Most respondents reported that they understood and were familiar with the concept of fast fashion (62.0%), while the remainder had heard of it but did not fully understand it (38.0%). The majority expressed moderate to high levels of environmental concern, and nearly half considered themselves moderately knowledgeable about the environmental impact of fast fashion, indicating a generally informed sample.

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Table 2. Respondents' Knowledge and Attitudes toward Fast Fashion (n = 205)

No.	Characteristic	Category	Frequency (n)	Percentage (%)
1	Knowledge of Fast Fashion	Understand and know	127	62.0
		Have heard but do not fully understand	78	38.0
2	Environmental Concern	Very concerned	96	46.8
		Moderately concerned	101	49.3
		Neutral	3	1.5
		Less concerned	5	2.4
9	Knowledge of Environmental Impact	Very knowledgeable	61	29.8
		Moderately knowledgeable	101	49.3
		Knowledgeable	10	4.9
		Less knowledgeable	31	15.1
		Not knowledgeable	2	1.0

Finally, respondents' social media use and exposure to fast fashion are summarized in Table 3. TikTok (52.7%) and Instagram (47.3%) were the most widely used platforms, and TikTok was also the platform through which most respondents first discovered fast fashion products (50.2%). These patterns confirm that the sample consists of digitally active Millennials who are regularly exposed to fast fashion content online.

Table 3. Social Media Use and Fast Fashion Purchasing Behavior (n = 205)

No.	Characteristic	Category	Frequency (n)	Percentage (%)
10	Social Media Platforms Used*	TikTok	108	52.7
		Instagram	97	47.3
		Facebook	40	19.5
		Threads	1	0.5
11	First Platform Used to Discover Fast Fashion	TikTok	103	50.2
		Instagram	81	39.5
		Facebook	21	10.2

Note: Question 10 allowed multiple responses; therefore, the corresponding percentages may exceed 100%.

Measurement Model Assessment

A total of 205 respondents met the screening criteria and were retained for the final analysis. The measurement model was first evaluated to assess indicator reliability, internal consistency reliability, and convergent validity. Outer loading values, Cronbach's Alpha (CA), Composite Reliability (CR), and Average Variance Extracted (AVE) were examined to ensure that the constructs adequately represented their underlying theoretical concepts. The results presented in Table 4 indicate that all constructs achieved acceptable levels of reliability and validity. Cronbach's Alpha values ranged from 0.898 to 0.961, while Composite Reliability values ranged from 0.917 to 0.966, exceeding the recommended threshold of 0.70. Furthermore, all AVE values were above the minimum criterion of 0.50, ranging from 0.656 to 0.786, indicating satisfactory convergent validity. One indicator (ASU4) exhibited a factor loading below the recommended threshold of 0.70 and was therefore excluded from the final model. After removing this indicator, the remaining items demonstrated acceptable loading values and adequately represented their respective constructs. Table 4 presents the detailed results of the reliability and validity assessment.

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Table 4. The Result of Reliability and Validity Measurement

No	Construct and Items	Factor Loading	Cronbach's Alpha (CA)	Composite Reliability (CR)	AVE
1.	Ethical Awareness		0.913	0.930	0.656
	EA1. I care about the impact of the fast fashion industry on the environment and natural resources.	0.839			
	EA2. I support the use of clothing made from environmentally friendly or recycled materials.	0.811			
	EA3. I am willing to reuse or repair clothes so they don't end up getting thrown away too quickly.	0.784			
	EA4. The production and promotion of fast fashion should be done in a way that does not damage the environment.	0.807			
	EA5. I believe that individual actions, such as choosing sustainable clothing, can help protect the environment.	0.832			
	EA6. The use of disposable clothing should be reduced to reduce fashion waste.	0.811			
	EA7. Environmental awareness can drive more ethical purchasing decisions in fashion.	0.786			
2.	Ethical Consumption Literacy		0.961	0.966	0.738
	ECL1. I understand that choosing modest clothing can reduce environmental damage.	0.872			
	ECL2. I understand that fast fashion clothing can generate textile waste that is harmful to the environment.	0.861			
	ECL3. When possible, I choose to purchase fast fashion products packaged with environmentally friendly materials.	0.858			
	ECL4. I make every effort to purchase fast fashion products from brands I consider responsible for their consumers.	0.875			
	ECL5. I understand that fast fashion brands that lack social responsibility can negatively impact their workers.	0.847			
	ECL6. I am aware that some fast fashion brands use cheap and inhumane labor.	0.857			
	ECL7. I understand that eco-friendly fashion products are typically more expensive because the ethical production process is more complex than non-eco-friendly products.	0.879			
	ECL8. I have paid more for fast fashion products from brands that I consider to have positive values or a positive image, even when cheaper alternatives were available.	0.861			
	ECL9. I have replaced a fast fashion product because I felt uncomfortable with its sustainability implications.	0.830			
	ECL10. I understand the environmental impact caused by cheap and rapidly replaced clothing production.	0.852			

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No	Construct and Items	Factor Loading	Cronbach's Alpha (CA)	Composite Reliability (CR)	AVE
3.	Cognitive Dissonance		0.940	0.949	0.676
	CD1. After buying fast fashion clothing, I feel uncomfortable.	0.838			
	CD2. After buying fast fashion clothing, I feel upset.	0.829			
	CD3. I doubt whether I really need the fast fashion clothing.	0.843			
	CD4. I wonder if I made the right choice when purchasing the fast fashion product.	0.802			
	CD5. I wonder if I did the right thing when purchasing the fast fashion clothing.	0.822			
	CD6. I doubt whether I did the right thing when purchasing the fast fashion product.	0.867			
	CD7. After buying fast fashion clothing, I wonder whether I was deceived.	0.794			
	CD8. After purchasing the fast fashion product, I wonder whether the brand misled me through its information or advertising.	0.775			
	CD9. After I bought the fast fashion clothing, I feel unsure whether the purchase was truly beneficial for me.	0.827			
4.	Social Norms		0.933	0.948	0.786
	SN1. Most of my family members buy fast fashion clothing.	0.878			
	SN2. Most of my close friends, whom I consider important, also buy fast fashion clothing.	0.909			
	SN3. Family members whose opinions are important to me will support my decision to buy fast fashion clothing.	0.901			
	SN4. My close friends, who are important to me, will support my decision to buy fast fashion clothing.	0.830			
	SN5. Society in general will support my decision to buy fast fashion clothing.	0.913			
5.	Active Social Media Use		0.898	0.916	0.732
	ASU1. Social media is my primary source for finding out about the latest trends and collections from fast fashion brands.	0.904			
	ASU2. I frequently see promotional content, reviews, or influencer posts about fast fashion products on social media.	0.746			
	ASU3. I see influencers on social media promoting fast fashion products or certain clothing styles.	0.890			
	ASU5. I use social media to find style inspiration from fast fashion brands.	0.873			
6.	Fast Fashion Consumption Behavior		0.949	0.957	0.712
	FCB1. I am interested in fast fashion clothing.	0.868			
	FCB2. I feel that fast fashion clothing suits my style and personality.	0.848			
	FCB3. I think buying fast fashion clothing is a practical and profitable decision.	0.846			

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No	Construct and Items	Factor Loading	Cronbach's Alpha (CA)	Composite Reliability (CR)	AVE
	FCB4. I often search for information about fast fashion products on social media.	0.862			
	FCB5. I am ready to buy new fast fashion clothing when there is an interesting trend.	0.833			
	FCB6. I try to keep up with new trends by purchasing fast fashion clothing regularly.	0.862			
	FCB7. I plan to continue wearing fast fashion clothing despite being aware of its environmental impact.	0.810			
	FCB8. I consider myself a fast fashion consumer.	0.830			
	FCB9. I frequently buy fast fashion clothing, especially when there are promotions or new trends.	0.834			

Note: ASU4 was excluded from the final model due to a factor loading below 0.70.

The measurement model satisfies the recommended criteria for indicator reliability, internal consistency reliability, and convergent validity, supporting progression to discriminant validity assessment and structural model evaluation.

Discriminant Validity Assessment

Discriminant validity was assessed using cross-loading analysis. The results indicate that each indicator loaded more strongly on its respective construct than on any other construct. This finding demonstrates that the constructs are empirically distinct and measure different theoretical concepts. No substantial cross-loading issues were identified among the retained indicators. Consequently, discriminant validity was established, confirming that the latent variables adequately capture unique dimensions of consumer behavior related to fast fashion consumption. The detailed cross-loading results are presented in Table 5.

Table 5. The Result of Discriminant Validity (Cross Loading)

Indicator	ASU	CD	ECL	EA	FCB	SN
Active Social Media Use						
ASU1	0.904	0.016	-0.054	-0.110	0.053	0.049
ASU2	0.746	0.025	0.016	-0.022	-0.007	0.056
ASU3	0.890	0.103	0.028	0.030	0.042	0.002
ASU5	0.873	0.005	-0.025	-0.049	0.043	0.065
Cognitive Dissonance						
CD1	0.007	0.838	0.597	0.500	-0.513	0.045
CD2	0.027	0.829	0.646	0.545	-0.526	-0.004
CD3	0.087	0.843	0.639	0.512	-0.516	0.078
CD4	0.012	0.802	0.630	0.516	-0.491	0.102
CD5	-0.088	0.822	0.713	0.620	-0.581	-0.015
CD6	0.150	0.867	0.603	0.532	-0.507	-0.031
CD7	0.089	0.794	0.608	0.459	-0.519	0.001
CD8	0.002	0.775	0.607	0.524	-0.466	-0.005
CD9	0.061	0.827	0.635	0.499	-0.524	0.043
Ethical Awareness						
EA1	-0.043	0.532	0.588	0.839	-0.480	-0.041
EA2	-0.021	0.546	0.607	0.811	-0.535	-0.009
EA3	-0.066	0.401	0.471	0.784	-0.419	0.019
EA4	-0.026	0.555	0.572	0.807	-0.532	-0.041

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Indicator	ASU	CD	ECL	EA	FCB	SN
EA5	-0.060	0.500	0.577	0.832	-0.556	-0.043
EA6	-0.086	0.529	0.559	0.811	-0.516	-0.027
EA7	-0.016	0.534	0.586	0.786	-0.490	0.034
Ethical Consumption Literacy						
ECL1	0.009	0.678	0.872	0.599	-0.615	0.036
ECL2	-0.037	0.646	0.861	0.600	-0.600	0.053
ECL3	0.001	0.651	0.858	0.604	-0.602	0.078
ECL4	-0.027	0.683	0.875	0.599	-0.625	0.090
ECL5	-0.064	0.619	0.847	0.610	-0.610	0.045
ECL6	-0.034	0.698	0.857	0.605	-0.691	-0.101
ECL7	-0.052	0.684	0.879	0.601	-0.585	0.072
ECL8	0.024	0.664	0.861	0.598	-0.614	0.065
ECL9	-0.007	0.609	0.830	0.610	-0.538	0.055
ECL10	-0.021	0.672	0.852	0.608	-0.620	0.034
Fast Fashion Consumption Behavior						
FCB1	0.083	-0.555	-0.617	-0.570	0.868	0.148
FCB2	0.046	-0.515	-0.568	-0.528	0.848	0.093
FCB3	-0.014	-0.544	-0.610	-0.561	0.846	0.091
FCB4	0.001	-0.549	-0.598	-0.514	0.862	0.075
FCB5	0.047	-0.532	-0.637	-0.533	0.833	0.094
FCB6	0.116	-0.481	-0.568	-0.507	0.862	0.207
FCB7	0.079	-0.518	-0.603	-0.498	0.810	0.186
FCB8	0.051	-0.548	-0.582	-0.527	0.830	0.189
FCB9	0.006	-0.530	-0.613	-0.508	0.834	0.180
Social Norms						
SN1	0.017	0.048	0.045	-0.007	0.154	0.878
SN2	0.073	0.015	0.066	-0.039	0.159	0.909
SN3	0.049	0.002	0.018	-0.034	0.160	0.901
SN4	0.028	0.085	0.121	0.096	0.068	0.830
SN5	0.020	0.011	0.010	-0.043	0.159	0.913

Note: Bold values indicate the highest loading of each indicator on its corresponding construct. All indicators load higher on their respective constructs than on other constructs, confirming satisfactory discriminant validity.

The satisfactory results of the discriminant validity assessment further support the adequacy of the measurement model.

Table 6. Heterotrait–Monotrait Ratio (HTMT)

Construct	ASU	CD	ECL	EA	FCB	SN
ASU	–					
CD	0.088	–				
ECL	0.048	0.807	–			
EA	0.073	0.682	0.746	–		
FCB	0.062	0.664	0.743	0.668	–	
SN	0.055	0.065	0.088	0.064	0.167	–

Note: All HTMT values are below the recommended threshold of 0.90, confirming satisfactory discriminant validity (Henseler et al., 2015; Hair et al., 2021).

In addition to the cross-loading analysis, discriminant validity was further examined using the Heterotrait–Monotrait ratio of correlations (HTMT) and the Fornell–Larcker criterion, as specified in the research method. As

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shown in Table 6, all HTMT values range from 0.048 to 0.807 and remain below the conservative threshold of 0.90 recommended by Henseler et al. (2015), indicating that each pair of constructs is empirically distinct. The Fornell–Larcker criterion is reported in Table 7. The square root of the Average Variance Extracted (AVE) for each construct, shown on the diagonal in bold, exceeds the corresponding inter-construct correlations in its row and column. This result confirms that each construct shares more variance with its own indicators than with other constructs, providing additional support for discriminant validity. Taken together, the cross-loading, HTMT, and Fornell–Larcker results consistently establish discriminant validity for the measurement model.

Table 7. Fornell–Larcker Criterion

Construct	ASU	CD	ECL	EA	FCB	SN
ASU	0.855					
CD	0.044	0.822				
ECL	-0.024	0.770	0.859			
EA	-0.055	0.638	0.702	0.810		
FCB	0.055	-0.629	-0.711	-0.626	0.844	
SN	0.043	0.028	0.048	-0.021	0.167	0.887

Note: Diagonal values (in bold) represent the square root of the AVE. All diagonal values exceed the inter-construct correlations, supporting discriminant validity.

Structural Model Assessment and Hypothesis Testing

After establishing the reliability and validity of the measurement model, the structural model was evaluated to test the proposed hypotheses. Following the recommendations of Hair et al. (2021), the structural model was first examined for collinearity, followed by an assessment of its explanatory power (R^2) and effect sizes (f^2), before testing the direct, indirect, and moderating relationships.

Prior to hypothesis testing, the structural model was assessed for potential multicollinearity using the inner Variance Inflation Factor (VIF), in direct response to the concern that the explained variance of Fast Fashion Consumption Behavior might be inflated by collinearity among predictors. As reported in Table 8, all inner VIF values range from 1.006 to 3.028 and remain below the conservative threshold of 3.3 recommended by Hair et al. (2021). These results indicate that multicollinearity is not a concern in the structural model and that the coefficient of determination for Fast Fashion Consumption Behavior is not artificially inflated by redundancy among the predictor constructs.

Table 8. Inner Collinearity Statistics (VIF)

Structural Relationship	VIF
Active Social Media Use → Fast Fashion Consumption Behavior	1.019
Ethical Consumption Literacy → Cognitive Dissonance	1.970
Ethical Consumption Literacy → Fast Fashion Consumption Behavior	3.028
Ethical Awareness → Cognitive Dissonance	1.970
Ethical Awareness → Fast Fashion Consumption Behavior	2.188
Cognitive Dissonance → Fast Fashion Consumption Behavior	2.645
Social Norms → Fast Fashion Consumption Behavior	1.020
ASU × ECL → Fast Fashion Consumption Behavior	1.006
SN × Ethical Awareness → Fast Fashion Consumption Behavior	1.059

Note: All inner VIF values are below the recommended threshold of 3.3, indicating that multicollinearity is not a concern (Hair et al., 2021).

Indicator-level collinearity was also examined through the outer VIF values, which are presented in Table 9. All outer VIF values range from 2.037 to 3.661 and remain below the threshold of 5.0, confirming that collinearity among the indicators within each construct is acceptable.

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Table 9. Outer Collinearity Statistics (Outer VIF)

Construct	Indicator	VIF
Active Social Media Use	ASU1	2.298
	ASU2	2.564
	ASU3	2.577
	ASU5	2.779
	Cognitive Dissonance	CD1
CD2		2.543
CD3		2.779
CD4		2.354
CD5		2.442
CD6		3.348
CD7		2.263
CD8		2.136
CD9		2.556
Ethical Awareness	EA1	2.574
	EA2	2.264
	EA3	2.074
	EA4	2.154
	EA5	2.425
	EA6	2.199
	EA7	2.037
Ethical Consumption Literacy	ECL1	3.655
	ECL2	3.354
	ECL3	3.500
	ECL4	3.584
	ECL5	3.093
	ECL6	3.108
	ECL7	3.661
	ECL8	3.349
	ECL9	2.723
	ECL10	3.133
Fast Fashion Consumption Behavior	FCB1	3.267
	FCB2	3.040
	FCB3	3.067
	FCB4	3.281
	FCB5	2.703
	FCB6	3.239
	FCB7	2.466
	FCB8	2.711
	FCB9	2.908
Social Norms	SN1	2.793
	SN2	3.488
	SN3	3.432
	SN4	2.730
	SN5	3.617

Note: All outer VIF values are below the threshold of 5.0, indicating that indicator collinearity is not a concern (Hair et al., 2021).

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The explanatory power of the model was then evaluated using the coefficient of determination (R^2). As shown in Table 10, Cognitive Dissonance obtained an R^2 of 0.611 (Adjusted $R^2 = 0.607$), while Fast Fashion Consumption Behavior obtained an R^2 of 0.583 (Adjusted $R^2 = 0.568$). According to Hair et al. (2021), both values reflect a moderate level of explanatory power. Importantly, because the inner VIF values reported above are all below 3.3, the moderate R^2 of Fast Fashion Consumption Behavior reflects genuine predictive relevance rather than collinearity-driven inflation.

Table 10. Coefficient of Determination (R^2)

Endogenous Construct	R^2	Adjusted R^2	Interpretation
Cognitive Dissonance (CD)	0.611	0.607	Moderate
Fast Fashion Consumption Behavior (FCB)	0.583	0.568	Moderate

Note: According to Hair et al. (2021), the model explains 61.1% of the variance in Cognitive Dissonance and 58.3% of the variance in Fast Fashion Consumption Behavior, indicating moderate explanatory power.

The effect size (f^2) was examined to assess the contribution of each predictor to the endogenous constructs. Following Hair et al. (2021), f^2 values of 0.02, 0.15, and 0.35 represent small, medium, and large effects, respectively. As presented in Table 11, Ethical Consumption Literacy exerts a large effect on Cognitive Dissonance ($f^2 = 0.524$) and a medium effect on Fast Fashion Consumption Behavior ($f^2 = 0.170$), confirming its central role in the model. Social Norms, Ethical Awareness, and Cognitive Dissonance produce small effects on Fast Fashion Consumption Behavior, whereas Active Social Media Use and both interaction terms yield negligible or no effects.

Table 11. Effect Size (f^2)

Relationship	f^2	Effect Size
Ethical Consumption Literacy → Cognitive Dissonance	0.524	Large
Ethical Consumption Literacy → Fast Fashion Consumption Behavior	0.170	Medium
Social Norms → Fast Fashion Consumption Behavior	0.082	Small
Ethical Awareness → Cognitive Dissonance	0.049	Small
Ethical Awareness → Fast Fashion Consumption Behavior	0.043	Small
Cognitive Dissonance → Fast Fashion Consumption Behavior	0.021	Small
Active Social Media Use → Fast Fashion Consumption Behavior	0.002	Negligible
ASU × ECL → Fast Fashion Consumption Behavior	0.000	No Effect
SN × Ethical Awareness → Fast Fashion Consumption Behavior	0.000	No Effect

Note: Following Hair et al. (2021), effect sizes of 0.02, 0.15, and 0.35 indicate small, medium, and large effects, respectively.

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Table 12. Hypothesis Testing Results (Direct and Indirect Effects)

Hypothesis	Structural Relationship	β	t-value	P-value	Result	Decision
H1	Ethical Awareness → Fast Fashion Consumption Behavior	-0.199	3.028	0.002	Negative, Significant	Supported
H2	Ethical Consumption Literacy → Fast Fashion Consumption Behavior	-0.463	5.998	<0.001	Negative, Significant	Supported
H3	Ethical Awareness → Cognitive Dissonance	0.194	3.567	<0.001	Positive, Significant	Supported
H4	Ethical Consumption Literacy → Cognitive Dissonance	0.634	12.751	<0.001	Positive, Significant	Supported
H5	Cognitive Dissonance → Fast Fashion Consumption Behavior	-0.152	2.092	0.036	Negative, Significant	Supported
H6	Ethical Awareness → Cognitive Dissonance → Fast Fashion Consumption Behavior	-0.030	1.885	0.059	Indirect Effect Not Significant	Not Supported
H7	Ethical Consumption Literacy → Cognitive Dissonance → Fast Fashion Consumption Behavior	-0.097	2.002	0.045	Indirect Effect, Significant	Supported
H8	Social Norms × Ethical Awareness → Fast Fashion Consumption Behavior	0.007	0.176	0.860	Moderating Effect Not Significant	Not Supported
H9	Active Social Media Use × Ethical Consumption Literacy → Fast Fashion Consumption Behavior	-0.014	0.294	0.769	Moderating Effect Not Significant	Not Supported

Based on H1, Ethical Awareness has a significant negative influence on Fast Fashion Consumption Behavior ($\beta = -0.199$, $t = 3.028$, $p = 0.002$), indicating that the proposed hypothesis is supported. Ethical awareness refers to an individual's ability to recognize and understand the ethical consequences of consumption decisions, particularly those related to environmental and social issues (Rest, 1986). Consistent with previous studies suggesting that consumers with stronger ethical awareness tend to be more concerned about sustainability and engage in more responsible consumption practices (Ogiemwonyi & Jan, 2023; Schiaroli et al., 2024), the findings of this study indicate that greater ethical awareness is associated with a meaningful reduction in fast fashion consumption. As Millennials become more conscious of the environmental and social consequences of fast fashion, they appear increasingly willing to moderate their purchasing behavior. This result suggests that, within this sample, ethical awareness is not merely a passive cognitive state but translates into more restrained fast fashion consumption, partially narrowing the value-behavior gap identified in earlier research (Ajzen, 1991).

Referring to H2, Ethical Consumption Literacy significantly and negatively influences Fast Fashion Consumption Behavior ($\beta = -0.463$, $t = 5.998$, $p < 0.001$), supporting the proposed hypothesis. Ethical consumption literacy reflects consumers' ability to understand, evaluate, and apply ethical considerations in their purchasing decisions (Wilbourn et al., 2024). This finding is consistent with prior studies suggesting that greater ethical literacy reduces unsustainable consumption practices (Schiaroli et al., 2024). Notably, ethical consumption literacy exhibits the strongest negative effect on fast fashion consumption among all predictors in the model, indicating that practical ethical competencies are more behaviorally consequential than awareness alone. Consumers who are able to critically assess sustainability claims, recognize greenwashing, and align their purchases with ethical values appear better equipped to resist fast fashion consumption, even when products are affordable and trend-driven. According to H3, Ethical Awareness significantly and positively influences Cognitive Dissonance ($\beta = 0.194$, $t = 3.567$, $p < 0.001$), indicating that the hypothesis is supported. Cognitive Dissonance Theory proposes that inconsistency between beliefs and behaviors generates psychological discomfort that motivates individuals to restore consistency (Festinger, 1957). Consistent with this theory and with prior studies (Jamwal & Mishra, 2023), consumers who are more aware of the ethical and environmental consequences of fast fashion experience greater psychological discomfort when

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purchasing such products. This finding indicates that ethical awareness is not limited to the cognitive level but actively generates moral tension, suggesting that awareness of fast fashion's negative impacts can heighten consumers' sense of inconsistency between their values and their consumption behavior. Likewise, H4 is supported, as Ethical Consumption Literacy significantly and positively influences Cognitive Dissonance ($\beta = 0.634$, $t = 12.751$, $p < 0.001$). This relationship represents the strongest effect identified in the structural model. Consumers with greater knowledge regarding ethical consumption and sustainability issues are more likely to recognize inconsistencies between their values and their purchasing behavior, resulting in stronger feelings of psychological discomfort. This finding is consistent with Cognitive Dissonance Theory (Festinger, 1957) and supports previous research suggesting that deeper ethical understanding increases sensitivity to moral inconsistencies in consumption decisions (Schiaroli et al., 2024; Wilbourn et al., 2024). Therefore, ethical literacy appears to be a more important antecedent of cognitive dissonance than ethical awareness.

Furthermore, H5 is supported because Cognitive Dissonance has a significant negative influence on Fast Fashion Consumption Behavior ($\beta = -0.152$, $t = 2.092$, $p = 0.036$). Consistent with Cognitive Dissonance Theory (Festinger, 1957), the psychological discomfort consumers experience when their purchases conflict with their values appears to motivate a reduction in fast fashion consumption. Although the magnitude of this effect is relatively small compared with the direct effects of ethical cognition, the result indicates that dissonance does not merely remain an internal state resolved through rationalization but can translate into more restrained purchasing behavior. This finding extends prior work (Rosely & Syed Ali, 2023) by demonstrating that, at least within this sample, cognitive dissonance functions as a meaningful behavioral driver rather than solely a source of post-purchase justification.

Furthermore, the mediation analysis reveals mixed results. The indirect effect of Ethical Awareness on Fast Fashion Consumption Behavior through Cognitive Dissonance is not significant ($\beta = -0.030$, $t = 1.885$, $p = 0.059$), and therefore H6 is not supported. In contrast, the indirect effect of Ethical Consumption Literacy through Cognitive Dissonance is significant ($\beta = -0.097$, $t = 2.002$, $p = 0.045$), supporting H7. These findings indicate that Cognitive Dissonance partially mediates the relationship between ethical cognition and fast fashion consumption behavior, but only for the literacy pathway. Because Ethical Consumption Literacy substantially increases cognitive dissonance, and dissonance in turn reduces fast fashion consumption, part of the influence of ethical literacy on consumption behavior operates through this psychological mechanism. The non-significant mediation for ethical awareness suggests that the weaker dissonance it generates is insufficient to carry an indirect behavioral effect, underscoring the central role of ethical consumption literacy within the model.

Based on H8, the interaction between Social Norms and Ethical Awareness does not significantly predict Fast Fashion Consumption Behavior ($\beta = 0.007$, $t = 0.176$, $p = 0.860$), indicating that the moderating effect is not supported. Social norms refer to perceived expectations and behaviors within an individual's social environment (Lapinski & Rimal, 2005). Although previous studies suggest that social norms may strengthen the influence of personal values on sustainable consumption behavior (Balabanis et al., 2024; Banytè et al., 2023), the present findings indicate that ethical awareness and social norms operate independently rather than interactively. It is noteworthy, however, that Social Norms exert a significant positive direct effect on Fast Fashion Consumption Behavior ($\beta = 0.187$, $t = 3.970$, $p < 0.001$), indicating that perceived social acceptance of fast fashion encourages consumption even though it does not alter the strength of the ethical-awareness pathway.

Finally, H9 is not supported because Active Social Media Use does not significantly moderate the relationship between Ethical Consumption Literacy and Fast Fashion Consumption Behavior ($\beta = -0.014$, $t = 0.294$, $p = 0.769$). In addition, the direct effect of Active Social Media Use on Fast Fashion Consumption Behavior is not significant ($\beta = 0.032$, $t = 0.498$, $p = 0.618$). Although social media is often associated with trend diffusion, consumer persuasion, and purchasing behavior (Djafarova & Bowes, 2021), the findings suggest that social media engagement neither directly drives fast fashion consumption nor strengthens or weakens the influence of ethical consumption literacy. This result implies that consumers' ethical knowledge remains relatively stable regardless of their level of social media activity, possibly because Millennials are comparatively more experienced and discerning users of digital content.

Taken together, the findings reveal that both Ethical Awareness and Ethical Consumption Literacy significantly reduce Fast Fashion Consumption Behavior and significantly increase Cognitive Dissonance, with ethical consumption literacy emerging as the strongest predictor in the model. Cognitive Dissonance, in turn, significantly reduces fast fashion consumption and mediates the effect of ethical consumption literacy on consumption behavior. Social Norms exert a significant positive direct effect, whereas Active Social Media Use and both moderating effects are not significant. These findings contribute to the growing literature on sustainable consumption by demonstrating that ethical knowledge and the psychological discomfort it generates can translate

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into more restrained fast fashion consumption, while the persistence of social-normative pressures highlights that the value-behavior gap remains only partially bridged. Overall, consumer behavior appears to be shaped by a complex interplay of cognitive, psychological, and social factors.

CONCLUSION

This study investigated the factors influencing Fast Fashion Consumption Behavior among Millennials in the Greater Jakarta area (Jabodetabek) by examining the roles of Ethical Awareness, Ethical Consumption Literacy, Cognitive Dissonance, Social Norms, and Active Social Media Use. The findings indicate that both Ethical Awareness and Ethical Consumption Literacy significantly reduce Fast Fashion Consumption Behavior and significantly increase Cognitive Dissonance, with ethical consumption literacy representing the strongest predictor. Cognitive Dissonance, in turn, significantly reduces Fast Fashion Consumption Behavior and significantly mediates the relationship between Ethical Consumption Literacy and consumption behavior, whereas the mediating pathway originating from Ethical Awareness is not significant. Social Norms exert a significant positive direct effect on Fast Fashion Consumption Behavior, while Active Social Media Use and the proposed moderating effects of Social Norms and Active Social Media Use are not significant. These results suggest that ethical knowledge and the psychological discomfort it generates can meaningfully discourage fast fashion consumption, although persistent social-normative pressures continue to encourage it. Overall, the study highlights the partial narrowing yet continued relevance of the value-behavior gap in fast fashion consumption and suggests that sustainable consumption initiatives should focus not only on increasing awareness but also on strengthening consumers' ethical consumption literacy and decision-making capabilities. Because perceived social norms still promote fast fashion consumption, interventions that reshape social expectations toward more sustainable choices may further reinforce the effect of ethical cognition. Future research is recommended to incorporate additional psychological and behavioral variables and to expand the research context beyond the Jabodetabek area to improve the generalizability of the findings.

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